3MM MSA MARKET MATCHING

	TEST MARKET	CONTROL MARKET	NET DIFFERENCE (T-C)	SIGNIFICANCE LEVEL
Total Viceroy	Arkansas	Savannah	+.749	99%
Total Marlboro Red	Arkansas	Columbus-Augusta	+.215	91
Total Winston	Arkansas	Lubbock	-.222	85
Total Camel Filter	Arkansas	Chattanooga	-.062	97
Total Doral	Arkansas	Jacksonville	-.171	86

* No suitable match could be found for Cambridge.

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Source: https://www.industrydocuments.ucsf.edu/docs/phby0004